

World's First! Successful International Transmission of Super Hi-Vision (SHV) Program!

From September 12 to 16, 2008, the largest broadcasting system exhibition in Europe, IBC2008, took place in Amsterdam, the Netherlands.

NHK, together with the BBC (British Broadcasting Corporation), RAI (Radiotelevisione Italiana), and EBU (European Broadcasting Union), conducted two (IP transmission and satellite transmission) international transmission experiments using Super Hi-Vision (SHV) programs. These were the first such successful international transmissions in the world.

The international IP transmission experiment involved cooperation from SIEMENS, SIS, and C&W, together with the BBC, on a live relay broadcast from London to Amsterdam. Camera and microphone systems were installed at City Hall in London, and a reporter at that location interacted with a host located in the theater at the Amsterdam site.

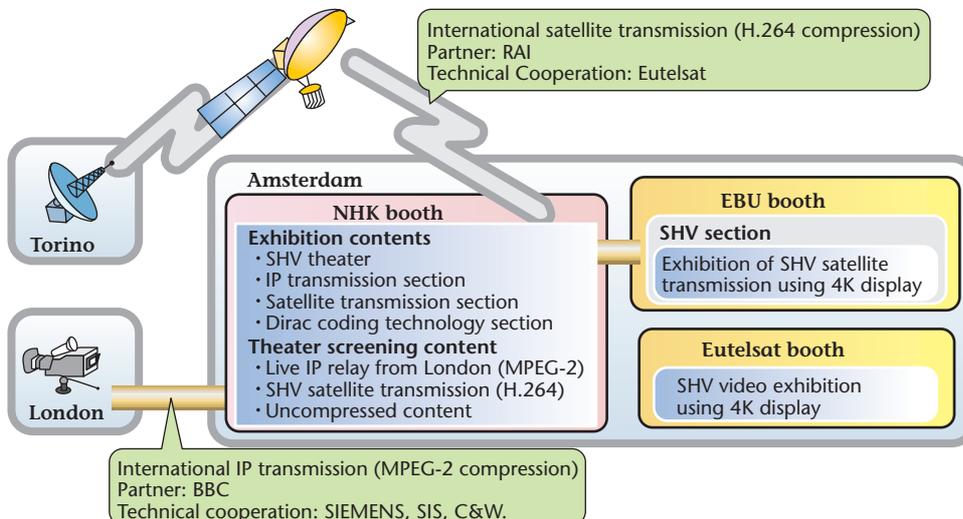
The international satellite transmission experiment, carried out in cooperation with RAI and Eutelsat, involved a satellite transmission of a pre-recorded program from Torino to Amsterdam.

The reception site for the transmission experiment, the SHV Theater in Amsterdam, attracted 5,180 visitors, including VIPs from many countries, such as a British Minister in charge of trade and investment. These made many positive comments, such as "Seeing is believing," "It was an amazing demonstration," "I saw a large potential," and "It was like seeing a blueprint of the future, just as it was for HDTV."

This recent exhibition showed that research and development efforts for the SHV system are being carried out at many institutions, with international collaboration. The experiments were seen globally through television broadcasts, such as on BBC World TV.



Super Hi-Vision theater at IBC2008, Amsterdam



ISSN 1345-4099

no. 35
CONTENTS

Feature

World's First! Successful International Transmission of Super Hi-Vision (SHV) Program!1

Objective perceptual audio quality measurement methods2

Development of Radio and Television Receivers with Functions to Assist Hearing of Elderly People12

About us

Overview of NHK STRL.....24

Topics/ Challenge / Treatise / R&D /

NHK Technology

